

**CLAIMS**

1. Composition for coating keratin fibres comprising a cosmetically acceptable organic liquid medium, and a film-forming linear ethylenic block 5 polymer, the said composition having a dry matter or dry extract content of greater than or equal to 45% by weight.

2. Composition according to Claim 1, characterized in that the said block polymer is free of 10 styrene.

3. Composition according to Claim 1 or 2, characterized in that the said block polymer is non-elastomeric.

4. Composition according to one of the 15 preceding claims, characterized in that the block polymer comprises at least one first block and at least one second block having different glass transition temperatures (Tg), the said first and second blocks being linked together via an intermediate block 20 comprising at least one constituent monomer of the first block and at least one constituent monomer of the second block.

5. Composition according to the preceding claim, characterized in that the first block and the 25 second block of the block polymer are mutually incompatible.

6. Composition according to the preceding

claim, characterized in that the first block of the block polymer is chosen from:

- a) a block with a Tg of greater than or equal to 40°C,
- 5                   - b) a block with a Tg of less than or equal to 20°C,
- c) a block with a Tg of between 20 and 40°C, and

the second block is chosen from a category a), b) or c)  
10 different from the first block.

7. Composition according to Claim 6,  
characterized in that the block of the block polymer  
with a Tg of greater than or equal to 40°C is totally  
or partially derived from one or more monomers, which  
15 are such that the homopolymer prepared from these  
monomers has a glass transition temperature of greater  
than or equal to 40°C.

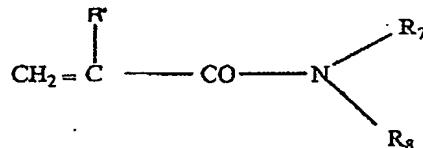
8. Composition according to the preceding  
claim, characterized in that the monomers whose  
20 corresponding homopolymer has a glass transition  
temperature of greater than or equal to 40°C are chosen  
from the following monomers:

                  - methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_1$   
in which  $R_1$  represents a linear or branched  
25 unsubstituted alkyl group containing from 1 to 4 carbon  
atoms, such as a methyl, ethyl, propyl or isobutyl  
group or  $R_1$  represents a  $\text{C}_4$  to  $\text{C}_{12}$  cycloalkyl group,

- acrylates of formula  $\text{CH}_2 = \text{CH}-\text{COOR}_2$

in which  $\text{R}_2$  represents a  $\text{C}_4$  to  $\text{C}_{12}$  cycloalkyl group such as isobornyl acrylate or a tert-butyl group,

- (meth)acrylamides of formula:



5

in which  $\text{R}_7$  and  $\text{R}_8$ , which may be identical or different, each represent a hydrogen atom or a linear or branched alkyl group of 1 to 12 carbon atoms such as an n-butyl, t-butyl, isopropyl, isohexyl, isoctyl or isononyl

10 group; or  $\text{R}_7$  represents H and  $\text{R}_8$  represents a 1,1-dimethyl-3-oxobutyl group, and  $\text{R}'$  denotes H or methyl,

- and mixtures thereof.

9. Composition according to Claim 7 or 8,  
 15 characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of greater than or equal to  $40^\circ\text{C}$  are chosen from methyl methacrylate, isobutyl methacrylate and isobornyl (meth)acrylate, and mixtures thereof.

20 10. Composition according to Claim 6,  
 characterized in that the block of the block polymer with a  $T_g$  of less than or equal to  $20^\circ\text{C}$  is totally or partially derived from one or more monomers which are such that the homopolymer prepared from these monomers  
 25 has a glass transition temperature of less than or

equal to 20°C.

11. Composition according to the preceding claim, characterized in that the monomers whose corresponding homopolymer has a glass transition 5 temperature of less than or equal to 20°C are chosen from the following monomers:

- acrylates of formula  $\text{CH}_2 = \text{CHCOOR}_3$ ,  $R_3$  representing a linear or branched  $C_1$  to  $C_{12}$  unsubstituted alkyl group, with the exception of the 10 tert-butyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally intercalated,
- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_4$ ,  $R_4$  representing a linear or branched  $C_6$  to  $C_{12}$  15 unsubstituted alkyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally intercalated,
- vinyl esters of formula  $R_5 - \text{CO-O-CH} = \text{CH}_2$  in which  $R_5$  represents a linear or branched  $C_4$  to  $C_{12}$  20 alkyl group,
- vinyl alcohol and  $C_4$  to  $C_{12}$  alcohol ethers,
- $N - (C_4$  to  $C_{12})$  alkyl acrylamides, such as N-octylacrylamide,
- and mixtures thereof.

25 12. Composition according to Claim 10 or 11, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of less

than or equal to 20°C are chosen from alkyl acrylates whose alkyl chain contains from 1 to 10 carbon atoms, with the exception of the tert-butyl group.

13. Composition according to Claim 6,  
5 characterized in that the block of the block polymer with a Tg of between 20 and 40°C is totally or partially derived from one or more monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of between 20 and  
10 40°C.

14. Composition according to Claim 6,  
characterized in that the block with a Tg of between 20 and 40°C is totally or partially derived from monomers which are such that the corresponding homopolymer has a  
15 Tg of greater than or equal to 40°C and from monomers which are such that the corresponding homopolymer has a Tg of less than or equal to 20°C.

15. Composition according to Claim 13 or 14,  
characterized in that the block with a Tg of between 20  
20 and 40°C is totally or partially derived from monomers chosen from methyl methacrylate, isobornyl acrylate and methacrylate, trifluoroethyl methacrylate, butyl acrylate and 2-ethylhexyl acrylate, and mixtures thereof.

25 16. Composition according to one of Claims 1 to 6, characterized in that the block polymer comprises at least one first block and at least one second block,

the first block having a glass transition temperature (Tg) of greater than or equal to 40°C and the second block having a glass transition temperature of less than or equal to 20°C, the said first and second blocks 5 being linked together via an intermediate block comprising at least one constituent monomer of the first block and at least one constituent monomer of the second block.

17. Composition according to the preceding 10 claim, characterized in that the first block of the block polymer is totally or partially derived from one or more monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of greater than or equal to 40°C.

15 18. Composition according to Claim 16, characterized in that the first block of the block polymer is a copolymer derived from monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of greater than or 20 equal to 40°C.

19. Composition according to Claim 17 or 18, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of greater than or equal to 40°C are chosen from the 25 following monomers:

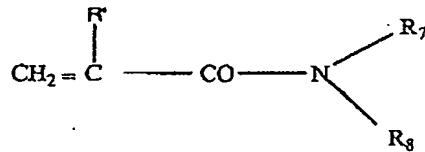
- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_1$

in which R<sub>1</sub> represents a linear or branched unsubstituted alkyl group containing from 1 to 4 carbon atoms, such as a methyl, ethyl, propyl or isobutyl group or R<sub>1</sub> represents a C<sub>4</sub> to C<sub>12</sub> cycloalkyl group,

5 - acrylates of formula CH<sub>2</sub> = CH-COOR<sub>2</sub>

in which R<sub>2</sub> represents a C<sub>4</sub> to C<sub>12</sub> cycloalkyl group such as isobornyl acrylate or a tert-butyl group,

- (meth)acrylamides of formula:



10 in which R<sub>7</sub> and R<sub>8</sub>, which may be identical or different, each represent a hydrogen atom or a linear or branched alkyl group of 1 to 12 carbon atoms such as an n-butyl, t-butyl, isopropyl, isohexyl, isoocetyl or isononyl group; or R<sub>7</sub> represents H and R<sub>8</sub> represents a

15 1,1-dimethyl-3-oxobutyl group, and R' denotes H or methyl,

- and mixtures thereof.

20. Composition according to one of Claims 17 to 19, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of greater than or equal to 40°C are chosen from methyl methacrylate, isobutyl methacrylate and isobornyl (meth)acrylate, and mixtures thereof.

21. Composition according to one of Claims 16 to 20, characterized in that the proportion of the

first block having a Tg of greater than or equal to 40°C of the block polymer ranges from 20% to 90%, better still from 30% to 80% and even better still from 50% to 70% by weight of the polymer.

5           22. Composition according to one of Claims 16 to 21, characterized in that the second block of the block polymer is totally or partially derived from one or more monomers which are such that the homopolymer prepared from these monomers has a glass transition 10 temperature of less than or equal to 20°C.

15           23. Composition according to one of Claims 16 to 22, characterized in that the second block of the block polymer is a homopolymer derived from monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of less than or equal to 20°C.

20           24. Composition according to Claim 22 or 23, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of less than or equal to 20°C are chosen from the following monomers:

              - acrylates of formula  $\text{CH}_2 = \text{CHCOOR}_3$ ,  
25           R<sub>3</sub> representing a linear or branched C<sub>1</sub> to C<sub>12</sub> unsubstituted alkyl group, with the exception of the tert-butyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally intercalated,

- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_4$ ,  
R<sub>4</sub> representing a linear or branched C<sub>6</sub> to C<sub>12</sub> unsubstituted alkyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally 5 intercalated,
- vinyl esters of formula R<sub>5</sub>-CO-O-CH = CH<sub>2</sub> in which R<sub>5</sub> represents a linear or branched C<sub>4</sub> to C<sub>12</sub> alkyl group,
- vinyl alcohol and C<sub>4</sub> to C<sub>12</sub> alcohol ethers,
- 10 - N-(C<sub>4</sub> to C<sub>12</sub>)alkyl acrylamides, such as N-octylacrylamide,
  - and mixtures thereof.

25. Composition according to one of Claims 22 to 24, characterized in that the monomers whose 15 corresponding homopolymer has a glass transition temperature of less than or equal to 20°C are chosen from alkyl acrylates whose alkyl chain contains from 1 to 10 carbon atoms, with the exception of the butyl group.

20 26. Composition according to one of Claims 16 to 25, characterized in that the proportion of the second block with a T<sub>g</sub> of less than or equal to 20°C of the block polymer ranges from 5% to 75%, better still from 15% to 50% and even better still from 25% to 45% 25 by weight of the polymer.

27. Composition according to one of Claims 1 to 6, characterized in that the block polymer comprises

at least one first block and at least one second block, the first block having a glass transition temperature (Tg) of between 20 and 40°C and the second block having a glass transition temperature of less than or equal to 5 20°C or a glass transition temperature of greater than or equal to 40°C, the said first and second blocks being linked together via an intermediate block comprising at least one constituent monomer of the first block and at least one constituent monomer of the 10 second block.

28. Polymer according to the preceding claim, characterized in that the first block with a Tg of between 20 and 40°C of the block polymer is totally or partially derived from one or more monomers which 15 are such that the homopolymer prepared from these monomers has a glass transition temperature of between 20 and 40°C.

29. Composition according to Claim 27 or 28, characterized in that the first block with a Tg of 20 between 20 and 40°C of the block polymer is a copolymer derived from monomers which are such that the corresponding homopolymer has a Tg of greater than or equal to 40°C and from monomers which are such that the corresponding homopolymer has a Tg of less than or 25 equal to 20°C.

30. Composition according to one of Claims 27 to 29, characterized in that the first block with a

Tg of between 20 and 40°C of the block polymer is derived from monomers chosen from methyl methacrylate, isobornyl acrylate and methacrylate, butyl acrylate and 2-ethylhexyl acrylate, and mixtures thereof.

5           31. Composition according to one of Claims 27 to 30, characterized in that the proportion of the first block with a Tg of between 20 and 40°C ranges from 10% to 85%, better still from 30% to 80% and even better still from 50% to 70% by weight of the polymer.

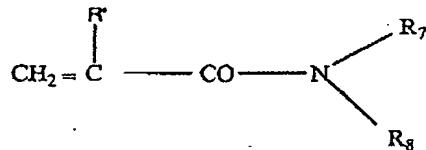
10           32. Composition according to any one of Claims 27 to 31, characterized in that the second block of the block polymer has a Tg of greater than or equal to 40°C and is totally or partially derived from one or more monomers which are such that the homopolymer 15 prepared from these monomers has a glass transition temperature of greater than or equal to 40°C.

10           33. Composition according to any one of Claims 27 to 32, characterized in that the second block of the block polymer has a Tg of greater than or equal 20 to 40°C and is a homopolymer derived from monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of greater than or equal to 40°C.

25           34. Composition according to Claim 32 or 33, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of

greater than or equal to 40°C are chosen from the following monomers:

- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_1$   
in which  $\text{R}_1$  represents a linear or branched  
5 unsubstituted alkyl group containing from 1 to 4 carbon  
atoms, such as a methyl, ethyl, propyl or isobutyl  
group or  $\text{R}_1$  represents a  $\text{C}_4$  to  $\text{C}_{12}$  cycloalkyl group,
  - acrylates of formula  $\text{CH}_2 = \text{CH-COOR}_2$   
in which  $\text{R}_2$  represents a  $\text{C}_4$  to  $\text{C}_{12}$  cycloalkyl group such  
10 as isobornyl acrylate or a tert-butyl group,
    - (meth)acrylamides of formula:



in which  $R_7$  and  $R_8$ , which may be identical or different,  
each represent a hydrogen atom or a linear or branched  
15 alkyl group of 1 to 12 carbon atoms such as an n-butyl,  
t-butyl, isopropyl, isoheptyl, isoocetyl or isononyl  
group; or  $R_7$  represents H and  $R_8$  represents a  
1,1-dimethyl-3-oxobutyl group, and  $R'$  denotes H or  
methyl

20 — and mixtures thereof.

35. Composition according to one of Claims 32 to 34, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of greater than or equal to 40°C are chosen

from methyl methacrylate, isobutyl methacrylate and isobornyl (meth)acrylate, and mixtures thereof.

36. Composition according to one of Claims 32 to 35, characterized in that the proportion of the 5 second block with a Tg of greater than or equal to 40°C ranges from 10% to 85%, preferably from 20% to 70% and better still from 30% to 70% by weight of the polymer.

37. Composition according to one of Claims 27 to 31, characterized in that the second block of the 10 block polymer has a Tg of less than or equal to 20°C and is totally or partially derived from one or more monomers which are such that the homopolymer prepared from these monomers has a glass transition temperature of less than or equal to 20°C.

15 38. Composition according to one of Claims 27 to 31, characterized in that the second block of the block polymer has a Tg of less than or equal to 20°C and is a homopolymer derived from monomers which are such that the homopolymer prepared from these monomers 20 has a glass transition temperature of less than or equal to 20°C.

39. Composition according to Claim 37 or 38, characterized in that the monomers whose corresponding homopolymer has a glass transition temperature of less 25 than or equal to 20°C are chosen from the following monomers:

- acrylates of formula  $\text{CH}_2 = \text{CHCOOR}_3$ ,

R<sub>3</sub> representing a linear or branched C<sub>1</sub> to C<sub>12</sub> unsubstituted alkyl group, with the exception of the tert-butyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally

5 intercalated,

- methacrylates of formula CH<sub>2</sub> = C(CH<sub>3</sub>) -COOR<sub>4</sub>,

R<sub>4</sub> representing a linear or branched C<sub>6</sub> to C<sub>12</sub> unsubstituted alkyl group, in which one or more hetero atoms chosen from O, N and S is (are) optionally

10 intercalated,

- vinyl esters of formula R<sub>5</sub>-CO-O-CH = CH<sub>2</sub> in which R<sub>5</sub> represents a linear or branched C<sub>4</sub> to C<sub>12</sub> alkyl group,

- vinyl alcohol and C<sub>4</sub> to C<sub>12</sub> alcohol ethers;

15 - N-(C<sub>4</sub> to C<sub>12</sub>)alkyl acrylamides, such as

N-octylacrylamide,

- and mixtures thereof.

40. Composition according to one of Claims 37 to 39, characterized in that the monomers whose 20 homopolymers have glass transition temperatures of less than or equal to 20°C are chosen from alkyl acrylates whose alkyl chain contains from 1 to 10 carbon atoms, with the exception of the tert-butyl group.

41. Composition according to one of Claims 25 37 to 40, characterized in that the proportion of the block with a glass transition temperature of less than or equal to 20°C of the block polymer ranges from 20%

to 90%, better still from 30% to 80% and even better still from 50% to 70% by weight of the polymer.

42. Composition according to one of the preceding claims, characterized in that the first block 5 and/or the second block of the block polymer comprises at least one additional monomer.

43. Composition according to Claim 42, characterized in that the additional monomer is chosen from hydrophilic monomers and ethylenically unsaturated 10 monomers comprising one or more silicon atoms, and mixtures thereof.

44. Composition according to Claim 42 or 43, characterized in that the additional monomer is chosen from:

15 - ethylenically unsaturated monomers comprising at least one carboxylic or sulphonic acid function,

- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_6$  in which  $\text{R}_6$  represents a linear or branched alkyl group 20 containing from 1 to 4 carbon atoms, such as a methyl, ethyl, propyl or isobutyl group, the said alkyl group being substituted with one or more substituents chosen from hydroxyl groups (for instance 2-hydroxypropyl methacrylate and 2-hydroxyethyl methacrylate) and 25 halogen atoms (Cl, Br, I or F), such as trifluoroethyl methacrylate,

- methacrylates of formula  $\text{CH}_2 = \text{C}(\text{CH}_3) - \text{COOR}_9$ ,

R<sub>9</sub> representing a linear or branched C<sub>6</sub> to C<sub>12</sub> alkyl group in which one or more hetero atoms chosen from O, N and S is (are) optionally intercalated, the said alkyl group being substituted with one or more

5 substituents chosen from hydroxyl groups and halogen atoms (Cl, Br, I or F);

- acrylates of formula CH<sub>2</sub> = CHCOOR<sub>10</sub>,

R<sub>10</sub> representing a linear or branched C<sub>1</sub> to C<sub>12</sub> alkyl group substituted with one or more substituents chosen

10 from hydroxyl groups and halogen atoms (Cl, Br, I or F), such as 2-hydroxypropyl acrylate and 2-hydroxyethyl acrylate, or R<sub>8</sub> represents a C<sub>1</sub> to C<sub>12</sub> alkyl-O-POE (polyoxyethylene) with repetition of the oxyethylene unit 5 to 30 times, for example methoxy-POE, or R<sub>10</sub>

15 represents a polyoxyethylenated group comprising from 5 to 30 ethylene oxide units,

- ethylenically unsaturated monomers comprising at least one tertiary amine functional group,

20 - and mixtures thereof.

45. Composition according to one of Claims 42 to 44, characterized in that the additional monomer(s) is(are) chosen from acrylic acid, methacrylic acid, trifluoroethyl methacrylate and

25 mixtures thereof.

46. Composition according to one of Claims 42 to 45, characterized in that the additional

monomer(s) represent(s) from 1 to 30% by weight of the total weight of the first and/or second blocks of the block polymer.

47. Composition according to one of the  
5 preceding claims, characterized in that each of the first and second block of the block polymer comprises at least one monomer chosen from (meth)acrylic acid esters and optionally at least one monomer chosen from (meth)acrylic acid, and mixtures thereof.

10 48. Composition according to one of the preceding claims, characterized in that each of the first and second block of the block polymer is totally derived from at least one monomer chosen from acrylic acid, (meth)acrylic acid esters and optionally from at  
15 least one monomer chosen from (meth)acrylic acid, and mixtures thereof.

49. Composition according to one of the preceding claims, characterized in that the difference between the glass transition temperatures (Tg) of the  
20 first and second blocks of the block polymer is greater than 10°C, better still greater than 20°C, preferably greater than 30°C and better still greater than 40°C.

50. Composition according to one of the preceding claims, characterized in that the  
25 intermediate block of the block polymer has a glass transition temperature between the glass transition temperatures of the first and second blocks.

51. Composition according to one of the preceding claims, characterized in that the block polymer has a polydispersity index I of greater than 2, better still of greater than or equal to 2.5,  
5 preferably of greater than or equal to 2.8.

52. Composition according to one of the preceding claims, characterized in that the block polymer has a polydispersity index of between 2.8 and 6.

10 53. Composition according to one of the preceding claims, characterized in that the block polymer has a weight-average mass (Mw) of less than or equal to 300 000.

15 54. Composition according to one of the preceding claims, characterized in that the block polymer has a weight-average mass (Mw) ranging from 35 000 to 200 000, and better still from 45 000 to 150 000.

20 55. Composition according to one of the preceding claims, characterized in that the block polymer has a number-average mass (Mn) of less than or equal to 70 000.

25 56. Composition according to one of the preceding claims, characterized in that the block polymer has a number-average mass (Mn) ranging from 10 000 to 60 000, and better still from 12 000 to 50 000.

57. Composition according to one of the preceding claims, characterized in that the block polymer is not soluble at an active material content of at least 1% by weight in water or in a mixture of water 5 and linear or branched lower monoalcohols having from 2 to 5 carbon atoms, without modification of pH, at room temperature (25°C).

58. Composition according to one of the preceding claims, characterized in that the block 10 polymer is present at a dry matter (or active material) content ranging from 5 to 55% by weight, preferably ranging from 6 to 45% by weight and better still ranging from 8 to 40% by weight relative to the total weight of the composition.

15 59. Composition according to any one of the preceding claims, characterized in that it comprises a volatile oil.

60. Composition according to the preceding claim, characterized in that the volatile oil is chosen 20 from hydrocarbon-based oils, silicone oils, or mixtures thereof.

61. Composition according to Claim 59 or 60, characterized in that the volatile oil is present in a content ranging from 0.5% to 95% by weight, preferably 25 from 1 to 65% by weight and better still from 5 to 40% by weight.

62. Composition according to any one of the

preceding claims, characterized in that it comprises a non-volatile oil.

63. Composition according to the preceding claim, characterized in that the non-volatile oil is 5 present in a content ranging from 0.1% to 30% by weight, preferably from 0.1% to 20% by weight, and better still from 0.1% to 10% by weight, relative to the total weight of the composition.

64. Composition according to any one of the 10 preceding claims, characterized in that the organic liquid medium represents from 10 to 95% by weight, preferably from 20 to 90% by weight, and better still from 30 to 80% by weight, relative to the total weight of the composition.

15 65. Composition according to any one of the preceding claims, characterized in that it comprises an aqueous phase consisting of water or a mixture of water and a water-miscible organic solvent.

66. Composition according to the preceding 20 claim, characterized in that the aqueous phase is present in a content ranging from 1% to 95% by weight, preferably ranging from 3% to 80% by weight, and preferably ranging from 5% to 60% by weight, relative to the total weight of the composition.

25 67. Composition according to any one of the preceding claims, characterized in that it comprises a wax.

68. Composition according to the preceding claim, characterized in that the total wax content of the composition ranges from 1 to 50% by weight, in particular from 5 to 30% by weight, and more 5 particularly from 10 to 30% by weight, relative to the total weight of the composition.

69. Composition according to one of Claims 1 to 66, characterized in that it is wax-free.

70. Composition according to any one of the 10 preceding claims, characterized in that it comprises an additional film-forming polymer.

71. Composition according to any one of the preceding claims, characterized in that it comprises an additional film-forming polymer in the form of an 15 aqueous dispersion of particles of film-forming polymer.

72. Composition according to Claim 70 or 71, characterized in that the film-forming polymer is present in a dry matter content ranging from 0.1% to 20 60% by weight, preferably ranging from 0.5% to 40% by weight and preferentially ranging from 1% to 30% by weight, relative to the total weight of the composition.

73. Composition according to any one of the 25 preceding claims, characterized in that it comprises a surfactant.

74. Composition according to any one of the

preceding claims, characterized in that it comprises an additive chosen from dyestuffs, antioxidants, fillers, pasty fatty substances, preserving agents, fragrances, neutralizers, thickeners, vitamins, coalescers and 5 plasticizers, and mixtures thereof.

75. Composition according to one of Claims 1 to 74, characterized in that it is a mascara.

76. Composition according to one of the preceding claims, characterized in that it has a dry 10 matter content of greater than or equal to 40%, better still of greater than 45%, preferably of greater than 46%, better still of greater than or equal to 47%, even better still of greater than 48%, even more preferably of greater than or equal to 50%, which may be up to 15 70%.

77. Cosmetic process for making up or for the non-therapeutic care of keratin fibres, comprising the application to the keratin fibres of a composition according to any one of Claims 1 to 76.

20 78. Use of a composition according to any one of the preceding claims, for obtaining makeup for the keratin fibres, in particular of the eyelashes, which is charging and/or has good staying power.

25 79. Use of a block polymer which is free of styrene in a composition for coating keratin fibres, to obtain a composition that is easy to apply to the keratin fibres and/or leading to a makeup which is

charging, and/or has good staying power on the said keratin fibres.

80. Cosmetic assembly comprising:

i) a container delimiting at least one compartment, the said container being closed by a closing member; and

ii) a composition for coating keratin fibres placed inside the said compartment, the composition being in accordance with any one of Claims 1 to 75.

10 81. Cosmetic assembly according to Claim 80, characterized in that the container consists, at least in part, of at least one thermoplastic material.

82. Cosmetic assembly according to Claim 80, characterized in that the container consists, at least 15 in part, of at least one nonthermoplastic material, especially glass or metal.

83. Assembly according to any one of Claims 80 to 82, characterized in that in the closed position of the container, the closing member is screwed onto 20 the container.

84. Assembly according to any one of Claims 80 to 82, characterized in that in the closed position of the container, the closing member is coupled to the container other than by screwing, especially by click-25 fastening.

85. Assembly according to any one of Claims 80 to 84, characterized in that it comprises an

applicator in the form of a twisted brush comprising a plurality of bristles trapped in a twisted core.

86. Assembly according to any one of Claims 80 to 84, characterized in that the applicator is  
5 different from a twisted brush.